



FOR IMMEDIATE RELEASE

Celebrate! West Hartford Plans **FUNd RUN**:
A Fundraiser for neighbors in need

WEST HARTFORD, CT (May 9, 2020) – The Celebrate! West Hartford Committee announced today that it will hold a fundraising event in lieu of the annual festival and road races which were canceled due to COVID-19. The motto of the first-ever Celebrate! West Hartford **FUNd RUN** is “RUN Apart-GIVE Together.”

The event will be held June 5 – 8, 2020, over the weekend when Celebrate! West Hartford would have taken place. In return for a \$20 registration, participants will receive a commemorative T-shirt, and if they choose, they may run or walk any distance anywhere (appropriately distanced from others) and post the stats of their workout online to a centralized list. The committee hopes to have 2,020 people registered and walking or running the streets and trails of West Hartford.

Proceeds from this special event will directly serve West Hartford residents through The Town That Cares and the Leisure Services Scholarship Fund. Each year the Celebrate! West Hartford festival and road races raise between \$8,000 and \$13,000 for these special funds. Demand for support is at an all-time high across the community due to job losses amid efforts to combat COVID-19, and administrators expect the financial burdens of the coronavirus pandemic to be felt for many months to come.

The Town That Cares is a special fund administered by the Town of West Hartford Social Services Department. The fund assists residents experiencing a crisis situation, hindering their ability to pay for food, utility bills, shelter costs, medical expenses and other critical needs. It is funded 100% by contributions from generous individuals, businesses, and community groups.

The Leisure Services Scholarship Fund helps qualified families pay for essential programs offered by the Town including life-saving swimming lessons, vacation-time children's camps which provide childcare for working parents, and other life-enhancing and skill-building programs. It is primarily funded by proceeds from the annual Celebrate! West Hartford Road Races.

For event information, registration or to donate go to:

<https://runsignup.com/Race/CT/WestHartford/CelebrateWestHartfordFUNdRUN> or contact the event director at Linda.Geisler@WestHartfordCT.gov.

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